

**Idaho Governor's Conference on Recreation and Tourism
Red Lion Hotel, Lewiston
May 18-19, 2006**

Draft Agenda

Wednesday, May 17th

11:00 am – 5:00 pm

Idaho Travel Council Meeting

1:00 pm – 7:00 pm

Conference Registration

2:00 pm – 5:00 pm

Optional Pre Conference Tours

- *Nez Perce National Historical Park Tour*

Located 10 miles east of Lewiston at the confluence of the Clearwater River and Lapwai Creek. This area features several historic resources, the visitor center, and a museum collection with over 150,000 cultural items. Several other surprises are being arranged for this very special tour.

- *Arts/Ghost Tour of Lewiston*

See the public art, historic buildings, Victorian homes, and the Normal Hill Cemetery where you will meet the "spirits" of the past. Visit the subterranean passages that once were the main roadways and tour along the second floors of the major buildings along Main St.

3:00 pm – 7:00 pm

Exhibit Area Opens

5:30 pm – 7:00 pm

Reception with Exhibitors – Sponsored by AAA Tour Books

7:00 pm

Evening on Your Own

Clearwater River Casino – transportation provided

8:30 pm – 10:00 pm

Comedy Night at Barleyhoppers

Thursday, May 18th

8:00 am – 10:00 am

Breakfast/Opening Ceremony

Roger Madsen, Idaho Commerce & Labor

Milfred Scott, Nez Perce Tribe Presentation of

Colors, Flag Song & Prayer

Jeff Nasset, Lewiston Mayor

Steve Guerber, Historical Society

Delta James, Arts Commission

10:00 am – 10:30 am Break with Exhibitors – Sponsored by Media West

Noon – 1:30 pm **Lunch and Keynote – Sponsored by Alaska Airlines
& Horizon Air Magazines**

1:45 pm – 3:00 pm

Workshops

- Creating Cultural/Heritage Events
Carol Waller, Sun Valley Chamber
Carrie Getty, Idaho Falls Arts Council
Hear what one community has done to develop and market its cultural district and what another has done to create cultural/historic events that have attracted thousands of visitors and millions of dollars.

- Identifying Cultural/Historic Resources
Maria Carmen, Commission on the Arts
Jeff Peacock, Parametrix
This workshop will guide participants on how to identify and inventory the cultural/historic resources in their community.

- Recruiting & Training Volunteers
Kellie Houston, Serve Idaho
The title says it all. Whether it is a visitor center, chamber of commerce, non-profit organization, or for-profit business, volunteers help accomplish much. Learn how to make the most of their service.

3:00 pm – 3:30 pm	Ice Cream Float Social – Sponsored by National Geographic Traveler & National Geographic Adventure Magazines
3:30 pm – 4:45 pm	<p>Workshops</p> <p>- Creating a Culture in Your Organization Jack Sibbach, Sun Valley Company Al "Butch" Alford, Lewiston Morning Tribune <i>Hear how two great Idaho businesses use their unique culture and history as part of their employee training and customer relations.</i></p> <p>- Connecting the Pieces Via Heritage Corridors Cindy Hall, Bear River Assn. of Governments Wanda Keefer, Clearwater Economic Development <i>Culture and heritage are key elements in heritage corridors and scenic byways. Find out what and how you, too, can do to connect to these efforts.</i></p> <p>- Cost Recovery for Visitor Centers Judy Baird, Sandpoint Chamber Colleen Mathisen, Lolo Pass Visitor Center <i>Hear two case studies on how merchandising efforts have been used to reduce operational expenses and enhance the visitors experience.</i></p>
5:30 pm – 8:00 pm	<p>Reception/Recreation/Dinner - Lewis and Clark Discovery Center, Hells Gate State Park <i>Enjoy a spring evening touring the Discovery Center, its grounds, go on a jet boat ride, and a few other surprises.</i></p>
<u>Friday May 19th</u>	
8:00 am – 9:15 am	<p>Breakfast Club <i>Chose one of 20 different topics for your breakfast conversation. These facilitated discussions are designed as a sharing time on a topic of special interest.</i></p>
9:30 am -10:30 am	<p>Making the Media Work for You TBD Moderator, Margo Aragon, KLEW-TV <i>Hear from Northwest travel writers first hand as to what works and what does not work when it comes to pitching a story.</i></p>
10:30 am -10:45 am	Coffee Break

- 10:45 am – 11:45 am** **CEO Roundtable**
Wally Huffman, Sun Valley Company
Gary Norton, Silverwood Theme Park
J.P. Boespflug*, Tamarack Resort
Jerry Andres*, Eagle Crest Resorts
Rebecca Miles, Nez Perce Tribe
Moderator Carl Wilgus, Commerce & Labor
Hear what Idaho's top tourism CEO's see as the current and future condition of our industry. There will also be sufficient time for your questions.
- 11:45 am – 2:00 pm** **Governor's Awards Luncheon – Sponsored by Meredith Travel Group**
Nez Perce Tribal Presentation
Take Pride in Idaho Awards
Governor's Remarks
- 2:00 pm – 4:30 pm** **Post Conference Tour, Optional**
- *Arts/Ghost Tour of Lewiston Repeated*

- Invited, not yet Confirmed*